

# CONTRACT



**KFOR-TV**  
**444 E. Britton Rd.**  
**Oklahoma City, OK 73114**  
**(405)424-4444**

www.kfor.com

And:

**Visual Image Advertising**  
**Attention: Renee Harriman**  
**125 Park Avenue**  
**Suite 200**  
**Oklahoma City, OK 73102**

<u>Contract / Revision</u> 581714 /		<u>Alt Order #</u>
<u>Product</u> CMA YES FOR SQ 766 TV		
<u>Contract Dates</u> 10/09/12 - 10/22/12		<u>Estimate #</u> CMA YES FOR SQ 766
<u>Advertiser</u> CMA Strategies		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFOR	<u>Account Executive</u> Local KFOR Political	<u>Sales Office</u> Oklahoma City
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 8146	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	4	10/09/12	10/15/12	NewsChannel 4 @ 5:30AM	530-6am		:30			NM	3	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/08/12	10/14/12	-T-T---				2				
Week:		10/15/12	10/21/12	M-----				1				
N 2	4	10/09/12	10/15/12	NewsChannel 4 @ 6AM	6-7am		:30			NM	3	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/08/12	10/14/12	-T--F--				2				
Week:		10/15/12	10/21/12	M-----				1				
N 3	4	10/09/12	10/15/12	Today Show	7-9am		:30			NM	3	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/08/12	10/14/12	--WT---				2				
Week:		10/15/12	10/21/12	M-----				1				
N 4	4	10/09/12	10/15/12	NewsChannel 4 @ Noon	12-1pm		:30			NM	3	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/08/12	10/14/12	-T-T---				2				
Week:		10/15/12	10/21/12	M-----				1				
N 5	4	10/09/12	10/15/12	EN 4P-5P (M-F)	EN 4P-5P (M-F)		:30			NM	3	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/08/12	10/14/12	--WT---				2				
Week:		10/15/12	10/21/12	M-----				1				
N 6	4	10/09/12	10/12/12	NewsChannel 4 @ 5PM	.5-530nm		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/08/12	10/14/12	--W-F--				2				
N 7	4	10/09/12	10/15/12	NewsChannel 4 @ 6PM	6-630pm		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/08/12	10/14/12	-T-TF--				3				
Week:		10/15/12	10/21/12	M-----				1				
N 8	4	10/10/12	10/10/12	Extra Edition	630-7nm		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/08/12	10/14/12	--W----				1				
N 9	4	10/09/12	10/11/12	NewsChannel 4 @ 10PM	10-1035nm		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/08/12	10/14/12	-T-T---				2				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**KFOR-TV**  
**444 E. Britton Rd.**  
**Oklahoma City, OK 73114**  
**(405)424-4444**

www.kfor.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
581714 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/09/12 - 10/22/12	CMA YES FOR SQ 766	CMA YES FOR SQ 766 TV

<u>Advertiser</u>	<u>Original Date / Revision</u>
CMA Strategies	10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 10 4		10/09/12	10/12/12	Tonight Show	1035-1137pm		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/08/12	10/14/12	--W-F--				2				
<b>Totals</b>											<b>26</b>	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	26		
<b>Totals</b>	<b>26</b>		

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

## CONTRACT



**KFOR-TV**  
**444 E. Britton Rd.**  
**Oklahoma City, OK 73114**  
**(405)424-4444**

www.kfor.com

And:

**Visual Image Advertising**  
**Attention: Renee Harriman**  
**125 Park Avenue**  
**Suite 200**  
**Oklahoma City, OK 73102**

<u>Contract / Revision</u> 581741 /		<u>Alt Order #</u>
<u>Product</u> CMA YES FOR SQ 766 TV		
<u>Contract Dates</u> 10/16/12 - 10/29/12		<u>Estimate #</u> CMA YES FOR SQ 766
<u>Advertiser</u> CMA Strategies		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFOR	<u>Account Executive</u> Local KFOR Political	<u>Sales Office</u> Oklahoma City
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 8146	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	4	10/16/12	10/22/12	NewsChannel 4 @ 5:30AM	530-6am		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/15/12	10/21/12	-T-----				1				
Week:		10/22/12	10/28/12	M-----				1				
N 2	4	10/22/12	10/22/12	NewsChannel 4 @ 6AM	6-7am		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/22/12	10/28/12	M-----				1				
N 3	4	10/16/12	10/22/12	Today Show	7-9ar		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/15/12	10/21/12	-T-----				1				
Week:		10/22/12	10/28/12	M-----				1				
N 4	4	10/17/12	10/22/12	NewsChannel 4 @ Noon	12-1pm		:30			NM	3	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/15/12	10/21/12	--W-F--				2				
Week:		10/22/12	10/28/12	M-----				1				
N 5	4	10/16/12	10/18/12	EN 4P-5P (M-F)	EN 4P-5P (M-F)		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/15/12	10/21/12	-T-T---				2				
N 6	4	10/17/12	10/22/12	NewsChannel 4 @ 5PM	5-530pm		:30			NM	3	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/15/12	10/21/12	--W-F--				2				
Week:		10/22/12	10/28/12	M-----				1				
N 7	4	10/16/12	10/18/12	NewsChannel 4 @ 6PM	6-630pm		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/15/12	10/21/12	-T-T---				2				
N 8	4	10/16/12	10/22/12	Extra Edition	630-7pm		:30			NM	3	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/15/12	10/21/12	-T-T---				2				
Week:		10/22/12	10/28/12	M-----				1				
N 9	4	10/16/12	10/22/12	NewsChannel 4 @ 10PM	10-1035pm		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/15/12	10/21/12	-TW-F--				3				
Week:		10/22/12	10/28/12	M-----				1				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**KFOR-TV**  
**444 E. Britton Rd.**  
**Oklahoma City, OK 73114**  
**(405)424-4444**

www.kfor.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
581741 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/29/12	CMA YES FOR SQ 766	CMA YES FOR SQ 766 TV

<u>Advertiser</u>	<u>Original Date / Revision</u>
CMA Strategies	10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
N 10 4		10/18/12	10/18/12	Tonight Show	1035-1137pm		:30			NM	1	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>												
Week: 10/15/12   10/21/12   ---T---												1
N 11 4		10/16/12	10/16/12	NewsChannel 4 @ 5AM	5-530am		:30			NM	1	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>												
Week: 10/15/12   10/21/12   -T-----												1
<b>Totals</b>											<b>24</b>	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	24		
<b>Totals</b>	<b>24</b>		

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

## CONTRACT



**KFOR-TV**  
**444 E. Britton Rd.**  
**Oklahoma City, OK 73114**  
**(405)424-4444**

www.kfor.com

And:

**Visual Image Advertising**  
**Attention: Renee Harriman**  
**125 Park Avenue**  
**Suite 200**  
**Oklahoma City, OK 73102**

<u>Contract / Revision</u> 581753 /		<u>Alt Order #</u>
<u>Product</u> CMA YES FOR SQ 766 TV		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> CMA YES FOR SQ 766
<u>Advertiser</u> CMA Strategies		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFOR	<u>Account Executive</u> Local KFOR Political	<u>Sales Office</u> Oklahoma City
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 8146	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	4	10/23/12	10/23/12	NewsChannel 4 @ 5:30AM	530-6am		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/22/12	10/28/12	-T-----				1				
D 2	4	10/29/12	10/29/12	NewsChannel 4 @ 6AM	6-7am		:30			NM	0	
N 3	4	10/23/12	10/23/12	Today Show	7-9am		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/22/12	10/28/12	-T-----				1				
N 4	4	10/24/12	10/25/12	NewsChannel 4 @ Noon	12-1pm		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/22/12	10/28/12	--WT---				2				
N 5	4	10/23/12	10/29/12	EN 4P-5P (M-F)	EN 4P-5P (M-F)		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/22/12	10/28/12	-TWT---				3				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/29/12	11/04/12	M-----				1				
N 6	4	10/24/12	10/26/12	NewsChannel 4 @ 5PM	5-530pm		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/22/12	10/28/12	--W-F--				2				
N 7	4	10/23/12	10/26/12	NewsChannel 4 @ 6PM	6-630pm		:30			NM	3	\$
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/22/12	10/28/12	-T-TF--				3				
N 8	4	10/23/12	10/24/12	Extra Edition	630-7pm		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/22/12	10/28/12	-TW----				2				
N 9	4	10/24/12	10/29/12	NewsChannel 4 @ 10PM	10-1035pm		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/22/12	10/28/12	--WTF--				3				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/29/12	11/04/12	M-----				1				
N 10	4	10/25/12	10/26/12	Tonight Show	1035-1137pm		:30			NM	2	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/22/12	10/28/12	---TF--				2				
N 11	4	10/23/12	10/23/12	NewsChannel 4 @ 5AM	5-530am		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
Week:		10/22/12	10/28/12	-T-----				1				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**KFOR-TV**  
**444 E. Britton Rd.**  
**Oklahoma City, OK 73114**  
**(405)424-4444**

www.kfor.com

Contract / Revision	Alt Order #
581753 /	

Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	CMA YES FOR SQ 766	CMA YES FOR SQ 766 TV

Advertiser	Original Date / Revision
CMA Strategies	10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
N 12	4	10/28/12	10/28/12	Newschannel 4 @ 6AM (Su) 6-7am			:30			NM	1	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>												
Week: 10/22/12   10/28/12   -----S   1												
N 13	4	10/28/12	10/28/12	NewsChannel 4 @ 8AM (Su) 8-930am			:30			NM	1	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>												
Week: 10/22/12   10/28/12   -----S   1												
N 14	4	10/28/12	10/28/12	NBC Meet The Press	10-11am		:30			NM	1	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>												
Week: 10/22/12   10/28/12   -----S   1												
<b>Totals</b>											<b>25</b>	

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	23		
10/29/12 - 10/29/12	2		
<b>Totals</b>	<b>25</b>		

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

## CONTRACT



**KFOR-TV**  
**444 E. Britton Rd.**  
**Oklahoma City, OK 73114**  
**(405)424-4444**

www.kfor.com

And:

**Visual Image Advertising**  
**Attention: Renee Harriman**  
**125 Park Avenue**  
**Suite 200**  
**Oklahoma City, OK 73102**

<u>Contract / Revision</u> 581759 /		<u>Alt Order #</u>
<u>Product</u> CMA YES FOR SQ 766 TV		
<u>Contract Dates</u> 10/30/12 - 11/05/12		<u>Estimate #</u> CMA YES FOR SQ 766
<u>Advertiser</u> CMA Strategies		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFOR	<u>Account Executive</u> Local KFOR Political	<u>Sales Office</u> Oklahoma City
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 8146	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	4	10/30/12	11/05/12	NewsChannel 4 @ 5:30AM	530-6am		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 10/29/12	11/04/12	-T-TF--				3				
		Week: 11/05/12	11/11/12	M-----				1				
N 3	4	10/30/12	11/05/12	Today Show	7-9am		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 10/29/12	11/04/12	-T-TF--				3				
		Week: 11/05/12	11/11/12	M-----				1				
N 4	4	10/31/12	11/05/12	NewsChannel 4 @ Noon	12-1pm		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 10/29/12	11/04/12	--WTF--				3				
		Week: 11/05/12	11/11/12	M-----				1				
N 5	4	10/31/12	11/05/12	EN 4P-5P (M-F)	EN 4P-5P (M-F)		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 10/29/12	11/04/12	--WTF--				3				
		Week: 11/05/12	11/11/12	M-----				1				
N 6	4	10/30/12	11/05/12	NewsChannel 4 @ 5PM	5-530pm		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 10/29/12	11/04/12	-T-TF--				3				
		Week: 11/05/12	11/11/12	M-----				1				
N 7	4	10/30/12	11/05/12	NewsChannel 4 @ 6PM	6-630pm		:30			NM	5	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 10/29/12	11/04/12	-TWTF--				4				
		Week: 11/05/12	11/11/12	M-----				1				
N 8	4	10/30/12	11/05/12	Extra Edition	630-7pm		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 10/29/12	11/04/12	-TWT---				3				
		Week: 11/05/12	11/11/12	M-----				1				
N 9	4	11/01/12	11/05/12	NewsChannel 4 @ 10PM	10-1035pm		:30			NM	3	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 10/29/12	11/04/12	---TF--				2				
		Week: 11/05/12	11/11/12	M-----				1				
N 10	4	11/02/12	11/05/12	Tonight Show	1035-1137pm		:30			NM	2	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**KFOR-TV**  
**444 E. Britton Rd.**  
**Oklahoma City, OK 73114**  
**(405)424-4444**

www.kfor.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
581759 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/05/12	CMA YES FOR SQ 766	CMA YES FOR SQ 766 TV

<u>Advertiser</u>	<u>Original Date / Revision</u>
CMA Strategies	10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12   11/04/12   ----F--   1 Week: 11/05/12   11/11/12   M-----   1												
N 11	4	10/31/12	11/05/12	NewsChannel 4 @ 5AM	5-530am		:30			NM	2	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12   11/04/12   --W----   1 Week: 11/05/12   11/11/12   M-----   1												
N 12	4	11/04/12	11/04/12	NewsChannel 4 @ 6AM (Su)	6-7am		:30			NM	1	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12   11/04/12   -----S   1												
N 13	4	11/04/12	11/04/12	NewsChannel 4 @ 8AM (Su)	8-930am		:30			NM	1	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12   11/04/12   -----S   1												
N 14	4	11/04/12	11/04/12	NBC Meet The Press	10-11am		:30			NM	1	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12   11/04/12   -----S   1												
N 15	4	10/31/12	11/05/12	NewsChannel 4 @ 6AM	6-7am		:30			NM	4	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12   11/04/12   --WTF--   3 Week: 11/05/12   11/11/12   M-----   1												
N 16	4	11/03/12	11/03/12	NBC Today Show (Sa)	6-8am		:30			NM	1	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12   11/04/12   -----S-   1												
N 17	4	11/03/12	11/03/12	NewsChannel 4 @ 8AM (Sa)	8-9am		:30			NM	1	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12   11/04/12   -----S-   1												
N 18	4	11/04/12	11/04/12	NBC Today Show (Su)	7-8am		:30			NM	1	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12   11/04/12   -----S   1												
N 19	4	11/04/12	11/04/12	Flashpoint	930-10am		:30			NM	1	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12   11/04/12   -----S   1												
<b>Totals</b>											<b>47</b>	

Time Period	# of Spots	Gross Amount	Net Amount
-------------	------------	--------------	------------

10/29/12 - 11/05/12	47	\$.	
---------------------	----	-----	--

Totals

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



# CONTRACT



**KFOR-TV**  
**444 E. Britton Rd.**  
**Oklahoma City, OK 73114**  
**(405)424-4444**

www.kfor.com

And:

**Visual Image Advertising**  
**Attention: Renee Harriman**  
**125 Park Avenue**  
**Suite 200**  
**Oklahoma City, OK 73102**

<u>Contract / Revision</u> 581751 /		<u>Alt Order #</u>
<u>Product</u> CMA YES FOR SQ 766 TV		
<u>Contract Dates</u> 11/06/12 - 11/19/12		<u>Estimate #</u> CMA YES FOR SQ 766
<u>Advertiser</u> CMA Strategies		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KFOR	<u>Account Executive</u> Local KFOR Political	<u>Sales Office</u> Oklahoma City
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 8146	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	4	11/06/12	11/06/12	NewsChannel 4 @ 5:30AM	530-6am		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 11/05/12	11/11/12	-T-----				1				
N 2	4	11/06/12	11/06/12	NewsChannel 4 @ 6AM	6-7am		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 11/05/12	11/11/12	-T-----				1				
N 3	4	11/06/12	11/06/12	Today Show	7-9am		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 11/05/12	11/11/12	-T-----				1				
N 4	4	11/06/12	11/06/12	NewsChannel 4 @ Noon	12-1p		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 11/05/12	11/11/12	-T-----				1				
D 5	4	11/06/12	11/12/12	EN 4P-5P (M-F)	EN 4P-5P (M-F)		:30			NM	0	
D 6	4	11/06/12	11/09/12	NewsChannel 4 @ 5PM	5-530pm		:30			NM	0	
D 7	4	11/06/12	11/12/12	NewsChannel 4 @ 6PM	6-630pm		:30			NM	0	
D 8	4	11/07/12	11/07/12	Extra Edition	630-7pm		:30			NM	0	
D 9	4	11/06/12	11/08/12	NewsChannel 4 @ 10PM	10-1035pm		:30			NM	0	
D 10	4	11/06/12	11/09/12	Tonight Show	1035-1137pm		:30			NM	0	
N 11	4	11/06/12	11/06/12	NewsChannel 4 @ 5AM	5-530am		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				
		Week: 11/05/12	11/11/12	-T-----				1				
<b>Totals</b>											<b>5</b>	

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	5		
<b>Totals</b>	<b>5</b>		

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.